GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Home Department – CINEMAS – M/s INOX Multiplex Cinema Theatre situated at NCS Mall, Vizianagaram – Enhancement of rates of admission – Permission accorded – Orders – Issued.

HOME (GENERAL. A) DEPARTMENT

G.O. Ms. No.109 **Dated: 23.06.2017.**

Read the following:-

1. G.O. Ms. No.187, Home (General.A) Department, dated 06.08.2013.
2. From the Joint Collector and Licensing Authority, Vizianagaram District, Lr.No.(M)Rc. No.225/2017/C1, dated 24.03.2017.

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ORDER:

In the reference 1st read above, orders were issued enhancing the rates of admission @ Rs.100/- for 2D Movies (Regular Movies) and @ Rs.125/- for 3D Movies in the three (3) screens of NCS Multiplex in Vizianagaram Town.

2. In the reference 2nd read above, the Joint Collector & Licensing Authority in his letter dated: 24.03.2017, has informed that the authorised signatory of M/s. INOX Multiplex Cinema Theatre situated at NCS Mall, Vizianagaram have requested for enhancement of admission rates with the following seating capacity and rates of admission.

Pricing Matrix						
Screen	**Class**	**Number of Seats**	**Current Rate of Admission (Rs.)**		**Proposed Rate of Admission (Rs)**	
			2D	3D	2D	3D
1	Executive	318	100	125	150	175
2	Executive	264	100	125	150	175
3	Executive	216	100	125	150	175
Total		**798**				

3. The Joint Collector & Licensing Authority has further stated that M/s. INOX Multiplex Cinema Theatre situated at NCS Mall, Vizianagaram has requested the Government to consider the request of the Management as all the ordinary theatres are collecting higher rates with the shield of court orders issued by the Hon'ble High Court of Andhra Pradesh to collect higher rates.

4. Government, after careful examination of the matter and in exercise of the powers conferred under clause (c) of sub rule (3) of rule 11 (b) of Andhra Pradesh Cinemas (Regulation) Rules, 1970, hereby enhance the rate of admission @ Rs.150/- for 2D Movies and @ Rs.175/- for 3D Movies in the three screens of M/s. INOX Multiplex Cinema Theatre situated at NCS Mall, Vizianagaram Town.

5. The Joint Collector, Vizianagaram District shall take further necessary action in the matter accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

A.R. ANURADHA
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Collector & District Magistrate, Vizianagaram.

PTO

The Joint Collector and Licensing Authority, Vizianagaram District.
Copy to:
The NCS Multiplex, Vizianagaram.
The PS to Spl. Chief Secretary to Hon’ble CM and Minister.
The PS to Prl. Secretary, Home Department.
SF/SC.

//FORWARDED : : BY ORDER//

SECTION OFFICER